Message from the President

Get Networking!

Today, I received a request from a chapter member for information not directly related to the training and development world. Her professional role is soon to change, and she needed to develop her skills. Not one to leave a damsel in distress, I called on contacts from years ago, who were both glad to hear from me and willing to help a person they had never met.

While ASTD may have not been the first place to look for non-training-related training (pardon the non-sequitur), our members have a wide variety of knowledge waiting to be tapped. The networking connections made years ago are helping others today, but networking only works if you show up and get involved. Being a member of an organization is not enough. Attending events and joining and actively participating in committees is the best way to meet the people who can help you (or that you can help) in the future.

Did ASTD Memphis get paid for the introduction? No.

Will the contact get paid for their help? No.

Then why should we go through the trouble of helping with a non-training related issue? The answer lies in the spirit of our profession and essence of our members. As ASTD members, we should not only be in the business of educating others, but helping others be more connected. One of the great benefits of membership should be the new connections and new friends that can help you both professionally and personally.

Think about the people you interact with on a daily basis. Who might benefit by networking with other training and development professionals on a regular basis? We all benefit when we connect to others. You never know what door might open just from networking at a meeting or serving on a committee.

Who can you network with this week? If you have any ideas regarding ASTD Memphis, feel free to contact me at (901) 224-6495 or email at president@astdmemphis.org.

Sincerely,

Steven Aronson, 2013 Chapter president

Upcoming Monthly Luncheons

March 12th – Coaching Tomorrow's Leaders for Today's Business Landscape

Date: Tuesday, March 12, 2013

Presenter: Sonja Mustiful, President, Essence of Coaching, LLC

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 11:30 a.m. – 1:00 p.m.

Sonja Mustiful is a certified executive coach and leadership development consultant to individuals, teams and organizations. Sonja has over 15 years of experience partnering with organizations in the area of leadership development, organizational effectiveness and team-building. Sonja holds a Master's Degree in Human Resources from Central Michigan University. She draws on her additional study and practice of Executive Coaching to assist leaders in realizing their full potential by proactively seeking out their blind spots and moving the team and business to the optimal level.

April 9th – Instructional Design Resources You Can Use Now

Date: Tuesday, April 9, 2013

Presenter: Trey Martindale, Associate Professor, Director, IDT Studio, University of Memphis

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 11:30 a.m. – 1:00 p.m.

Dr. Trey Martindale will share with us a very useful collection of instructional design resources--most of which are free. These resources will be posted online for your convenience at http://treymartindale.com.

Dr. Martindale is an Associate Professor in the Instructional Design and Technology (IDT) Master's and Doctoral program at the University of Memphis. He is a research scientist with the University of Memphis Institute for Intelligent Systems (IIS), a collection of researchers from computer science, cognitive science, engineering, and linguistics who are creating intelligent tutoring and instructional systems of the future.

Upcoming Monthly Luncheons

May 14 – eLearning Solutions: Tools and Best Practices

Date: Tuesday, May 14, 2013

Presenter: Tracy Morrison, Senior Director of Operations Orgwide Services

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 11:30 a.m. – 1:00 p.m.

Tracy Morrison is the Senior Director of Operations at Orgwide Services and is responsible for leading the firm's production teams in the planning, development, and delivery of client products and services. Before taking on the role of Senior Director, Tracy served as the Manager of Learning and Development at Orgwide and has led the team in the design and development of hundreds of eLearning, instructor-led, virtual instructor-led, and blended training initiatives for clients spanning over 70 organizations and 16 industries.

For more information on Tracy's upcoming presentation, visit www.astdmemphis.org.

Event Speakers

Do you know someone interested in speaking at an upcoming ASTD luncheon or professional development event? Click here for more information on presenting with ASTD Memphis. Our meeting topics follow the ASTD WLP Competency Model.

Upcoming Professional Development Event

CTI Hosts Professional Development Event

Register now for the ASTD Memphis Professional Development event on **March 28th at 4:00 p.m.**, hosted by Memphis-based Crew Training International (CTI).

The event will begin with an introduction by CTI's Chief Learning Officer, Dave Kaiser. Following the introduction, guests will participate in three 15-minute sessions highlighting some of CTI's contributions in learning, including:

- Mobile learning presentation exploring innovative methods to engage your students in and out of the classroom
- Product sample demonstration with a focus on desktop-based computer modules, mobile learning, serious gaming strategies, 3D graphics and animations used to support learning
- Tour of CTI facilities including Courseware, eLearning and Multimedia departments

The final session will close at 5:00 p.m. At the conclusion, interested guests will have the opportunity to engage in a serious gaming simulation (Gemasim), which will be detailed in Kaiser's welcome and opening comments. For more information on CTI's Gemasim gaming simulation, visit https://www.youtube.com/watch?v=t27nxjbFcns. The simulation will take approximately 90 minutes and will begin promptly at 5:00 p.m.

Cost:
- Free of charge for ASTD Memphis members
- $10 for non-members

Directions:
- 9198 Crestwyn Hills Drive, Memphis, TN 38125
- Need directions? Click here.

Other Details:
- Light refreshments will be provided.
- Registration is limited to the first 30 participants, so register early by visiting www.astdmemphis.org and selecting the "CTI Tour Professional Development Event." The registration deadline is Tuesday, March 26.

Upcoming Professional Development Event

About CTI:

For over 20 years, CTI (www.cti-crm.com) has developed advanced learning solutions for a variety of businesses. CTI works with the U.S. Air Force and other elite organizations in the aviation industry to train and produce the world's most capable aviators. Using expertise in identifying needs in high-stress, time-critical environments, CTI develops custom learning solutions utilizing cutting-edge concepts and technology to help teams accelerate performance. With a focus on customized development and delivery of results-oriented solutions resulting in an excellent ROI for our clients, CTI's effectiveness is documented by consistent scores of "excellent" in all current contracts, low attrition rate, and steady 20% annual revenue growth.

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Become a Power Member!

Did you know, as a member of ASTD Memphis, you receive a discounted ASTD National membership rate? Here's how:

     1. Visit store.astd.org.

     2. Select National Membership.

     3. Enter the Chapter ChIP code (CH4110) to receive the $179 rate.

For more information, visit www.astd.org/powermember.

plus

ASTD National Membership

equals

P WER
MEMBER
chapter & national

Join or renew now at
www.astd.org/powermember

Thank You New and Renewal Members!

On behalf of the Chapter, we want to express our thanks to the people who joined or renewed their membership during February 2013:

NEW	RENEWAL

Claude Mabry
Valero

Kariamu Osei
Workforce Development Specialist
TN Department of Labor

Mia Randle
Lead HR Specialist
Valero

Kelly Smith
Training Project Manager

Michael Wilbourn
Technical Training Specialist
Cargill, Inc.

Krishirac Wiley
Student
Christian Brothers University

Cory Christmas
Training Project Manager
AutoZone

Steve Johnson
Recruiter and Outplacement Consultant

Allyson Murry
Associate Director
Nursing Institute of the Mid-South

Lindsey Shepard
eLearning Developer
CTI

Glenn Smith
Safety Coordinator
MLGW

Shelia Terrell
Chief Operating Officer
RISE, Inc.

Darrell Uselton
Corporate Training Manager

MEMPHIS CHAPTER
ASTD
WORKPLACE LEARNING & PERFORMANCE

Memphis Chapter

The
FlipChart
March 2013

Meet TWO of our ASTD Memphis Chapter Members!

Lisa Baker

Lisa Baker is a Development Specialist in Organizational Effectiveness at Methodist Le Bonheur Healthcare. Lisa's role includes coaching internal clients, assisting leaders in developing solutions to have more effective and engaged teams, and facilitating leadership classes. Her prior experience includes a year as an Instructional Designer at Methodist, seven years of Training and Development work at ALSAC/St. Jude, and a combined six years as a reference librarian at Christian Brothers University, Vanderbilt University, and Oak Ridge National Laboratory.

Lisa's areas of special interest include Emotional Intelligence, Diversity and Inclusion, and Customer Service. She is a qualified Myers-Briggs Type Indicator (MBTI) Master Practitioner, and her certifications include Coach U facilitator, Lee Hecht Harrison coach, Situational Leadership II facilitator, and Lominger Leadership Architect and VOICES 360 instrument coach. In 2010 she completed her Senior Professional in Human Resources (SPHR) designation. In addition, Lisa plans to pursue the International Coach Federation (ICF) certification beginning this year.

Active in the Memphis learning community, Lisa has been a member of ASTD National since 2003 and SHRM since 2009. She served on the ASTD Memphis board in 2010. A graduate of the University of Tennessee, Lisa has a Master's degree in Library Science and a Bachelor's in English Education. Fresh out of college, she taught seventh-grade English for one year, whereupon she vowed never to "teach anyone anything ever again on the face of the Earth as long as I live"—a promise she overturned when she discovered the joys of adult learning and development! ☺

Lisa is a native of Knoxville, Tennessee, and is an avid fan of the University of Tennessee Volunteers. She considers Pat Summitt, Coach Emeritus of the Lady Vol basketball team, one of her heroes for her work ethic, results, her care for her team, and her courage in the face of an Alzheimer's diagnosis. Favorite pastimes include movie-going, entertaining friends at home, reading spiritual writers (e.g., Ram Dass, Rick Hanson, Wayne Dyer, Robert Holden), and spending quality time with her feline children.

MEMPHIS CHAPTER
ASTD
WORKPLACE LEARNING & PERFORMANCE

Memphis Chapter

The
FlipChart
March 2013

Meet TWO of our ASTD Memphis Chapter Members!

Jacquelyn Futch

Jacquelyn D. Futch is a Training and Development Specialist II at American Home Shield, a division of ServiceMaster. Jacquelyn has over 15 years of training experience conducting training needs analyses, designing and delivering training. Her current job position requires her to develop and deliver training for new hire associates as well as existing associates within American Home Shield. She is an Achieve Global and DDI certified facilitator.

Prior to joining American Home Shield, Jacquelyn held various positions within the IT department of a national grocery wholesaler, including data entry operator, data entry supervisor, and retail customer support specialist. This is where her interest in training first began, as she sought efficient ways to train new hires for the Data Entry department, and retail customers on the use of POS ordering equipment.

Coming from a family with an extreme set of work ethics, she was always encouraged to be the best at whatever she chose to do in life. She lives by the principle of "find your passion and you will find your purpose." Says Jacquelyn: "I enjoy training others to achieve their goals within the company and in life. I realize that without the great teachers and mentors in my life, I would not have been able to achieve my goals, so I strive to be that same kind of mentor to others."

Jacquelyn is committed to lifelong learning and professional development. She is a member of the national and local chapters of ASTD, UQMI, and a member of The Titus II Ministry at Brown M.B. Church , which is a mentorship program for girls in grades 6-12. Jacquelyn is currently developing a career success curriculum for delivery in the faith community.

Jacquelyn is the proud parent of two high-achieving daughters who are thriving in their professions, one of whom is also a member of ASTD.

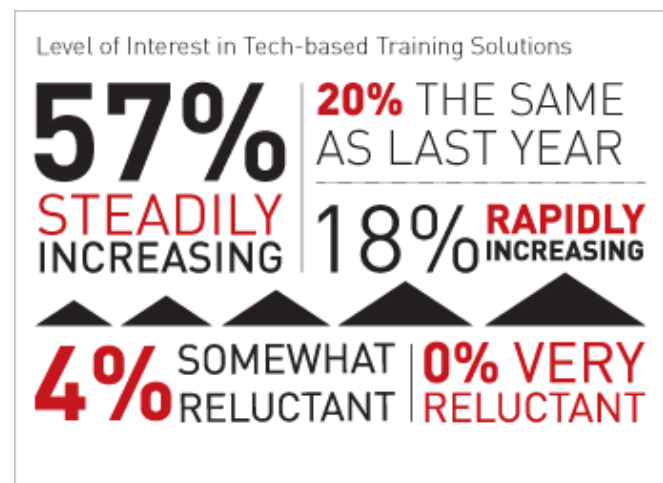# Learning Technology Trends in 2013
by Ann Pace, T+D Magazine

E-learning is the number one technology-based learning and performance support method in which organizations will invest this year, according to recent research by Impact Instruction Group. The corporate training and development firm's 2013 Learning & Development Technology Report cites that 86 percent of respondents will invest in e-learning in the coming months. Sixty-six percent will invest in webinars, 56 percent in video, 22 percent in mobile applications, and 14 percent in games and simulations.

Amy Franko, founder and CEO of Impact Instruction Group, believes the investment in mobile apps and games and simulations may grow as organizations continue to diversify. Employees increasingly expect technology to be available to them at work, and learning and development teams must incorporate technology solutions that are both current and forward thinking.

Younger generations in particular prefer to use the same technology for professional purposes as they do in their personal lives. "Organizations are branching out and allowing people to bring their own devices—called BYOD," Franko says. "This is a growing trend that has big implications for training."

Another major survey finding addresses organizations' learning and development technology strategies. Only 19 percent of respondents have fully designed and implemented a strategy complete with training, leaving 81 percent lacking either a technology plan or its execution.

Level of Interest in Tech-based Training Solutions
57% STEADILY INCREASING
20% THE SAME AS LAST YEAR
18% RAPIDLY INCREASING
4% SOMEWHAT RELUCTANT
0% VERY RELUCTANT

"Organizations that have laid out strategies and adopted technology are positioning themselves well to attract the best talent and ensure their people get the right training when they need it," Franko observes.

A balanced and blended strategy is most popular. The report describes several learning technology design and delivery trends, including short and focused e-learning courses combined

Good Readings for Learning Professionals

with three- to five-minute video segments, brief webinars complete with performance support and job aids, and cloud-based tools used to assemble, share, and track learning content.

In light of the survey's findings, Franko urges all learning professionals, regardless of role, to "be willing to research and familiarize yourself with new technologies so you can have knowledgeable conversations with your leaders and IT folks and can position learning and development as a vital partner to the business."

The 2013 Learning & Development Technology Report is Impact Instruction Group's second annual survey examining a leading topic in the workplace learning industry. Last year the company explored strategic relationship building, and this year it surveyed learning and development professionals across the United States for this pulse on current technology strategies.

LOOKING FOR A WAY TO EARN ASTD BUCKS? CONTRIBUTE TO THE NEWSLETTER!
If you would like to share a good book summary and/or an article with our ASTD Chapter members, please send us an email to newsletter@astdmemphis.org. Your knowledge and expertise are greatly appreciated!

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www.astdmemphis.org
4728 Spottswood Ave. #290, Memphis, TN 38117

February Luncheon: You Should've Been There!

Journey Management:
Unleashing the Strategic Power of Change

Jimmy Brown is a senior level management consultant with 17 years of experience leading efforts to develop and implement practical strategies for business performance improvement. Major areas of focus have included change management, organizational assessment/effectiveness, performance improvement, and business strategy. During his career, Dr. Brown has held senior-level consulting positions at leading firms such as Booz-Allen & Hamilton, Accenture and Hewlett-Packard. He is currently the Strategy & Change Practice Area Lead with Beacon Associates. Dr. Brown's industry experience includes life sciences (provider, payer and pharmaceutical), federal government (civilian and DoD), not-for-profit, manufacturing and retail.

In his presentation, Jimmy discussed the challenges, advantages of types of change. Change is typically difficult, unwanted, something we want to avoid, and limits our ability to succeed. As quoted from the book Integrated Strategic Change, "the only true sustainable competitive advantage is the capability to make the transition from one set of strategies, structures, and processes of an old advantage to another strategic orientation that exploits a new advantage – *in short, the capability to design and implement strategic change.*" Jimmy continued by describing the three types of change: tactical, strategic, and evolutionary. Tactical change is finite in scope and typically confined to a single department or division (e.g., implementing a new accounting system). Strategic change may be divisionally focused or organization wide and is designed to bring some new value (e.g., merger with a complementary company). Evolutionary change is often "the ones we don't see coming." It involves a transition of an entire organization or industry in response to a change in the ecosystem (e.g., move from mainframe to PCs to cloud). Jimmy explained that "any change should be linked to performance. If not, why do it?"

So, what's the difference in change management and "journey management?" Making this distinction, Jimmy discussed the following information: Journey Management is the process of assessing the impacts of major organizational changes, and actively managing those transitions so as to maximize positive results and minimize negative consequences.

February Luncheon: You Should've Been There!

The following table distinguishes the differences in journey and change management:

Journey Management	Change Management
• Strategic • Unit of analysis is the whole enterprise • Integrates across functional areas and projects • Leads the way	• Tactical • Unit of analysis tends to be one functional area or project • Tends to have defined boundaries within one functional area or project • Tends to be in more of a support role to technology or process changes

Jimmy explained that journey management focuses on five activities and ensuring these activities are addressed in all efforts. The five activities required for successful change include:

- *Awareness* – Recognizing the need for change
- *Planning* – Setting up processes to make it successful
- *Readiness* – Preparing the organization, the system, *and* the people
- *Coordination* – Integrating with other activities
- *Execution* – Following the plan, measuring the outcomes and adjusting if necessary

One of the primary assumptions of journey management is that change must be strategic. Lastly, Jimmy emphasized the importance of measuring impact. It is not simple enough to understand what we are driving towards, but we must also understand what progress we are making towards actually getting there.

Check out Jimmy's full presentation on the ASTD Memphis website (www.astdmemphis.org, Chapter Events > Past Events).

REMEMBER:
Our chapter receives a portion of the proceeds when you **use our ChIP code (CH4110)** to purchase anything from ASTD National!